



Ian Jackson reports that...

"Seriously, publishing your very own book need not be daunting at all..."

Ian Jackson is an online marketer, content creator and writer.

You can find out more about why he is by [clicking here](#).

Writing a book sound really ominous doesn't it!

Years ago it would have scared the hell out of me, but it's something I have started, and intend to develop - perhaps in retirement!

Looking back I've had a pretty interesting career as an employee in the off line World.

I've had plenty of variation across industries from production/mechanical engineering, to knitwear/textiles, and Formula 1 motor racing engineering, a brief spell in education, and latterly Internet marketing.

During my time in Formula 1 for example, things were revealed to me that even the journo's with their "Gold passes" couldn't get access too! 🤔

Each has had its pros and cons and they've all added to the rich mix of life's experience for me, and I would do the same thing all over again.

Where I'm leading with this is that there are many like me who could draw upon some or other experience and/or knowledge and package it up into something that others would be happy to invest in.

Books, e-books, reports, guides, and so on are **big business** in the Internet marketing World.

One of the best resources in my opinion is the PLR (Private Label Rights) sector, where there is a plethora of material to suit every niche you can think of.

The way I do it is to reverse-engineer the process. Through research (mine is by striking up conversations and dialogue with my subscribers, and also through email dialogue) make a study of the needs and requirements of your readers.

This isn't a five minute job so don't expect it to be. Over the course of a few months you will be able to formulate a picture of their needs.

Then you can do one, or a combination of two things.

By way of example presentation, go and get yourself a few PLR e-books and reports. Using their format and context, you can adopt one of the following procedures:

1) Go hunting for suitable PLR offers from which you can pull appropriate information.

It will depend on the specific package what you can and cannot do with it in the editorial department, some offer more or less than others.

The trick is to **ensure its "do's and don'ts", i.e. its "[yes]" and "[no]" criteria, meets with how much or little you are prepared to do**

with it - decide how much you are prepared to rework it.

You should be aiming at 80-100% because it is about researching IDEAS

Whatever your decision, there may or may not be an obvious split between how much you can do (or are prepared to do) yourself and how much you feel you need to outsource. Factors to consider usually come down to your skillset, time, and budget.

OR,

2) You encourage your subscribers to ask questions (through surveys) and tell you what their problem areas are, then you can structure your answers in the format of reports, e-books, *or whatever method of delivery suits your marketing strategy.*

How long should they be? How many words? Use your judgement but the ones you purchase as examples or to rework, will demonstrate length.

For me a reasonable length would be 10 - 30 pages, but there are many differing opinions, and like an article, the ideal length is the one that solves the reader's problem - **in the context of its framework.**

What I mean is that, for example, anything in written or visual format can only provide a finite amount of help.

Regardless of its deliver vehicle (email, Skype, phone, etc.) there is nothing that can match a 1-2-1 or group "coaching" type communication, so don't try and make it do something it can't. Use it to gently encourage a deeper level of communication with you. As you should with any written/visual material.

The beauty with reports and e-books is that they can be packaged and promoted according to your marketing requirements, particularly if it's one you've written yourself, and devoid of any third party Author Licensing or Copyrights.

I use PLR all the time, both for creating products that present solutions, and for content research.

I may buy a few all surrounding same sub-niche so that I can pull snippets of information from each one and edit them into bundles, **depending on the message I want to give that answer my reader's question.**

Many PLR offers will have sales pages, squeeze pages, and graphics. I like to have a sales page and perhaps a squeeze/landing page but am not too fussed with graphic as I prefer to derive my own.

What I can't find anything in pre-installed word clipart or similar, I choose something fairly close to what I want and outsource an edit to someone at Fiverr.com.

Although these days nothing is available for \$5, if you don't know, you will find out! Bit annoying really but that's how it is.

Be wary of licensing and copyrights if you source pictures from places such as Google images.

Talk soon



Make “\$43k In One Year Using An Old Laptop And This Strategy...” [Click here](#)

There are other ways you can work with me...

Want to earn some easy commissions by telling other about my products?

[Click just here](#) to find out more

And if you'd like to ask me anything, feel free to drop me an email to ianjackson863@gmail.com, I will answer you personally.

You have no freedom to sell, copy, duplicate, or distribute this report and its content in any way, unless you have my explicit permission.

If you want to contact me, my email is admin@ianjacksonlimited.com